



Tips & Tactics for Recruiting Participants

Spin4Kids is a party – who will you invite? Recruiting participants and getting them registered online is a big stepping stone to your Event’s success. Remember, Spin4Kids is open to everyone, not just GoodLife Fitness Members. Try some of the tips and tactics below to boost your Event’s registration.

Level 1

Know Your Stuff

- A confident ask leads to success! Learn more about Spin4kids and GoodLife Kids Foundation at spin4kids.com, and connect with your Event Leader or Club Champion for the following details about your local Event:
 - Date, time, and location
 - What activities will be taking place
 - Spin4Kids is a fundraising event for GoodLife Kids Foundation
 - How funds raised will be used
 - How to register to participate

Lead by Example – Associate Registration

- Before asking others to sign up for your Spin4Kids Event, register yourself.
- Associates are encouraged to register as Team Captains (or in small groups on teams) so that there is space for individual Members to join their team.
- Take it to the next level: Challenge a co-worker! Who can recruit a team of 8 first? Fundraise the most? Make the best costumes?

Plus One

- Everything is better with a buddy! Whenever someone expresses interest in registering for your Spin4Kids event, ask them if they have a friend or family member who wants to join too.
- Take it to the next level: Encourage people to register as a Team Captain and build their own team of 8.

Level 2

Registration and Awareness Blitz

- Set up 1 or 2 spin bikes in a visible location – usually near the entrance of your Club
- Make a sign (or use the marketing materials that will arrive in September/October)

- Have Associates take turns riding and speaking to Members about the Event as they pass
- Concentrate your efforts by performing this activity during peak times at your Club
- Where possible, have a computer or smartphone accessible for people to register on the spot
- You can also put out a jar to collect donations toward your Club's fundraising total

Personal Invitation Letter

We've seen this tactic be especially effective for General Managers and Personal Trainers, but it could be used by any Associate who has established relationships with Members.

- Register as a Team Captain at spin4kids.com
- Write 10-20 personalized letters to some of your Members/clients inviting them to join your Spin4Kids team. The best letters include an authentic compliment unique to each individual.
- Hand deliver the letters to each Member. The personal touch will create a lasting positive impression.
- If you have more than 7 Members who want to join your team, you will have to open a second team, or have them join another team.

Example:

Dear Maria,

It is always such a pleasure to see your smile when you arrive every Tuesday and Thursday for your regular spin classes. Your energy sets a positive tone for the rest of the day!

On Saturday, November 16, 2019, GoodLife Kids Foundation is hosting Spin4Kids, a one-day fitness fundraiser, in Halifax at Pier 21. We're raising funds to help kids with special needs thrive through physical activity and fitness.

I'm building my team, 'The Neon Jockeys,' and I'd love for you to join! You can register online at spin4kids.com. I'd be happy to answer any questions you have about the event or help get you set up.

*Sincerely,
Nathan*

Leverage Your Group Fitness Superstars

- Consider your Group Fitness Instructors your Club's own celebrity influencers! Enlist them to motivate their tribes to get involved in Spin4Kids.
- Group Fitness instructors are natural leaders, so they make great Team Captains.
- Ask all Group Fitness instructors to make an announcement (see example below) to raise awareness and ask Members to register for Spin4Kids.

****keep a copy of the announcement in the audio cabinet in each studio for easy reference ****

Example:

On Saturday, November 16, 2019, we're hosting Spin4Kids at GoodLife Fitness [location], a one-day fitness fundraiser in support of GoodLife Kids Foundation. We're raising funds to help kids with special needs thrive through physical activity and fitness! Our Club's fundraising goal is [\$amount] and we need your help to crush it. Register as an individual or build a team of up to 8, fundraise, and get ready to spin, groove, and move! Join the party – register today at spin4kids.com.

Retention

- Did you know that on average, repeat participants raise more money? Build on past successes by focusing on bringing participants back year over year.
- Contact GoodLife Kids Foundation at events@goodlifekids.com to receive a list of your Club's past participants.
- Connect with these participants with a personalized invitation to register for Spin4Kids 2019 (We think face-to-face is best where possible! If you plan to connect via email, please ensure you are following [GoodLife CASL guidelines](#).)